

Persuasive Technology

This book constitutes the refereed proceedings of the 10th International Conference on Persuasive Technology, PERSUASIVE 2015, held in Chicago, IL, USA in June 2015. The 19 revised full papers and 5 revised short papers presented were carefully reviewed and selected from 41 submissions. The papers are grouped in topical sections on understanding individuals, empowering individuals and understanding and empowering communities.

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51,36 €

48,00 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783319203058

Medium: Buch

ISBN: 978-3-319-20305-8

Verlag: Springer International Publishing

Erscheinungstermin: 09.06.2015

Sprache(n): Englisch

Auflage: 2015

Serie: Information Systems and Applications, incl. Internet/Web, and HCI

Produktform: Kartoniert

Gewicht: 4277 g

Seiten: 265

Format (B x H): 155 x 235 mm

